

ROOTED

2019 ANNUAL REPORT



HEALTHIER™
COLORADO

“We believe that every Coloradan should have the opportunity to live a healthy life.”

A NOTE FROM THE EXECUTIVE DIRECTOR



There's always a day in the summer when I walk out to my backyard and am taken aback by the tangled limbs of the plants in my garden. I obviously shouldn't be. We did, after all, plant the seeds in the spring. Our expectation was that they'd eventually grow and bear fruit and vegetables. And yet, I stand there with my mouth agape.

Nurtured growth tends to blur the senses of those doing the nurturing. I'm perennially surprised by those plants before the recognition sets in. These types of moments have gradually become more frequent for me at Healthier Colorado over these last six years since our founding, as the number of nurturers alongside me has grown along with our collective ambition.

I'm continually struck by the milestones reached by my Healthier Colorado colleagues. I remember when we first hit the streets with our fundraising canvass. Our hopes and goals were high. It shouldn't have surprised me in 2019 when the canvassers exceeded the mark of 1,000 monthly donors recruited, but it did. The same goes for our Partnerships in Local Advocacy program, which provides support for local policy campaigns – somehow we notched our 26th local ballot measure victory last year.

It also took us years to remove a financial penalty from state law that was prohibiting localities from taxing or regulating the sale of cigarettes, but in 2019, we did it. The effect was immediate. In less than one year since we passed the new statewide law, local communities have already passed 42 local measures to improve public health that would have been effectively prohibited under the previous status quo.

We believe that every Coloradan should have the opportunity to live a healthy life. Our ability to nourish that better future has strengthened as we have become rooted with our growing number of members spread across each of our great state's 64 counties. Along the way, we look forward to the surprise of discovering each blossom with you as we realize a healthier Colorado.

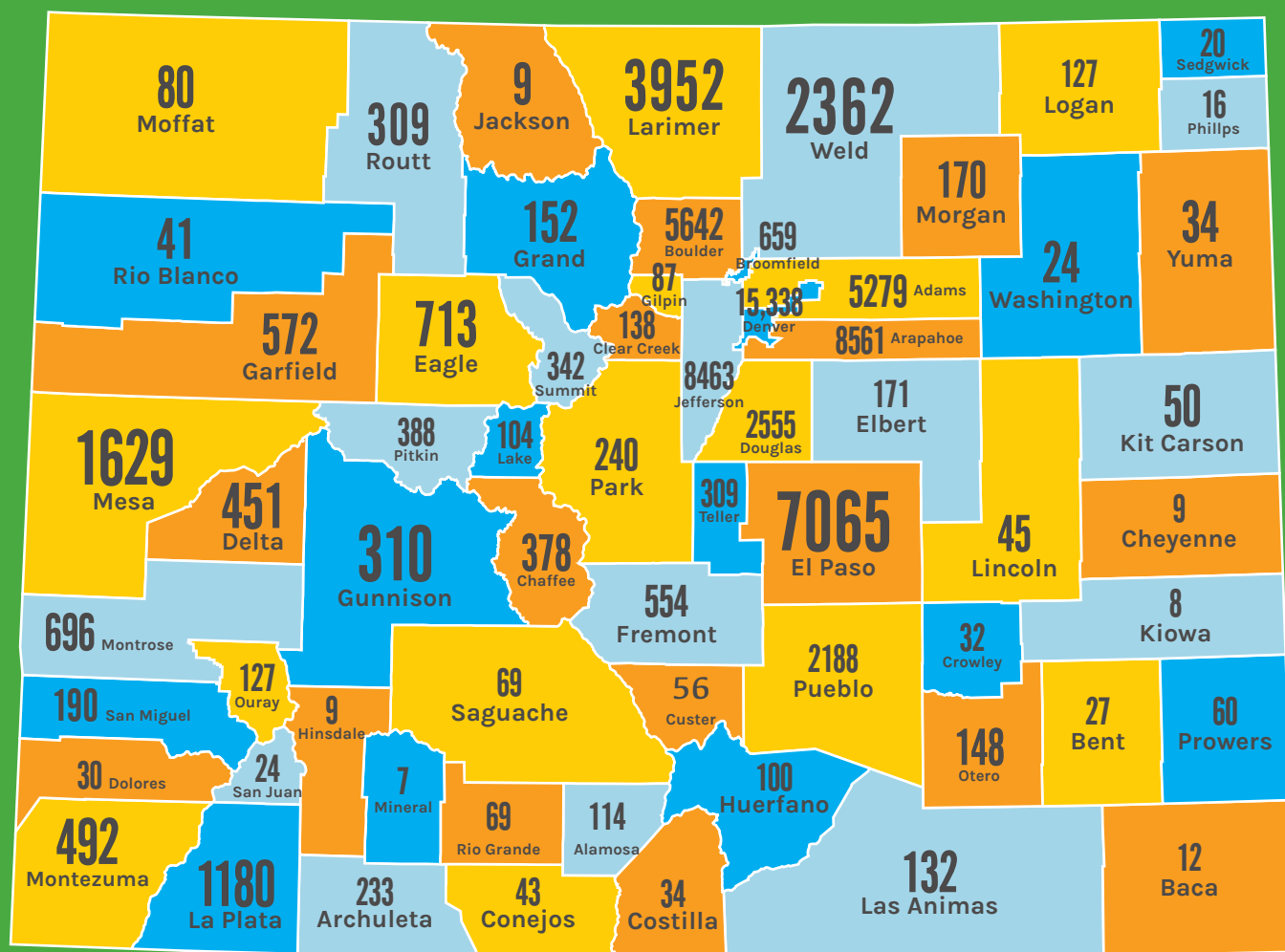
Jake Williams
Executive Director
Healthier Colorado



OUR MISSION

Healthier Colorado is a nonpartisan, nonprofit organization dedicated to raising the voices of Coloradans in the public policy process to improve the health of our state's residents. We believe that every Coloradan should have a fair chance at living a healthy life. The people of Colorado are our constituency, and Healthier Colorado aims to make meaningful improvements throughout our state's diverse communities. Our intent is to do more than educate and advocate — we want to drive action, real change, and impact.

HEALTHIER COLORADO SUPPORTERS



*This map only includes members who have elected to share their county information.

OUR FOCUS AREAS

The people of Colorado are our constituency, and we take this responsibility seriously. To determine where to direct our resources and advocacy, we conduct a thorough and inclusive analysis using health data, assessments from the field, conversations with statewide stakeholders, and strategic analysis from policy professionals. Given these evaluations, we have determined three focus areas for our work.



REDUCING CHRONIC OBESITY AND RELATED CHRONIC DISEASE

Healthier Colorado seeks to reduce obesity and related chronic disease, and we place an emphasis on childhood obesity and population disparities within this issue area. Colorado's adults are famously among the nation's healthiest, but our children rank significantly lower. Healthier Colorado fights for the communities that face the most inequitable barriers to their health. We focus on the twin components to the prevention and reduction of obesity: physical activity and nutrition.



IMPROVING MENTAL AND BEHAVIORAL HEALTH

Healthier Colorado aims to improve mental and behavioral health in Colorado. We believe that every Coloradan should have access to quality mental and behavioral health services that are affordable and integrated on equal footing with physical health within our health system. We pursue policy change on mental and behavioral health that improves Coloradans' quality of life, avoids premature death, and prevents adverse childhood experiences (ACEs). We have made this category a priority for a number of reasons, including the fact that Colorado ranks poorly on several mental and behavioral population-level health indicators.



ADDRESSING POPULATION-LEVEL HEALTH DISPARITIES

Healthier Colorado seeks to reduce health disparities on the basis of socioeconomic status, race, and geography. We believe that a person's health status should not be dictated by how much money they make, their ethnicity, or where they live. Unfortunately, there are pronounced health differences between Coloradans on these bases. We focus on disparities within the areas outlined above, in addition to emerging opportunities to make a meaningful difference in other areas. These opportunities may include, but are not limited to, progress on oral health, tobacco use, and housing.

STATEWIDE LEGISLATIVE WORK

In the past 6 years Healthier Colorado has gone head to head with many monied industries whose resources far surpass that of everyday folks. Each session we head to the Capitol to amplify the voices of Coloradans that we've heard from in every corner of the state, and this session was no different.

The 2019 legislative session was full of big fights and we're proud to say that all but one of our priority bills were successful. We aim to make systemic change so that all Coloradans have the opportunity to live healthy lives. In each part of the state this means something different. That's why we work to break down barriers in all areas of health whether that's physical, mental and behavioral, or the larger population-level health disparities. In 2019, we took on some big fights and with the help of our members we accomplished some big things.

Over the course of session alone, our members helped us generate over 17,000 online actions and over 2,500 phone calls to our elected officials urging them to support crucial health policies. Some of these members went above and beyond and took time out of their day to testify in front of House and Senate committee members. We could not have accomplished all that we did during the 2019 session without the help of our dedicated health advocates who contacted their legislators, testified, signed petitions, and showed up to our events.

BY THE NUMBERS:

150,210
Online Actions

163,063
Total Members

26,114
Super Activists

A FEW HIGHLIGHTS:

HB19-1004 – Proposal For Affordable Health Coverage

In one of the biggest successes of the 2019 legislative session, Colorado became one of the first states to pass a bill that creates a framework for a public option. The passage of HB19-1004 meant that the state of Colorado was able to thoroughly study and produce a report evaluating how one would work in Colorado and laying out the roadmap for enacting legislation in 2020.

HB19-1033 – Local Governments May Regulate Nicotine Products

Big Tobacco has held its grip on Colorado for too long. This bill struck down a decades-old state law that financially penalized localities when they attempted to regulate nicotine in any way. Now, with the passage of this bill, counties and localities are able to regulate tobacco products, e-cigarettes, and nicotine products as they see fit, without worrying about incurring a financial penalty from the state. We know that increasing prices and licensing has an immediate impact on teen smoking rates, overall health outcomes, and associated healthcare costs. Since the passage of this bill more than 42 municipalities have passed some form of Tobacco 21, taxation, licensure, or flavor ban. House Bill 1033 is one of the many bills we have supported and will continue to push as we fight Colorado's teen vaping epidemic.

SB19-195 – Child And Youth Behavioral Health System

In 2017, suicide was the leading cause of death for children ages 10-24 in Colorado, and our state consistently ranks in the top 10 states with the highest suicide rates overall. This bill mandated that state departments create a high-fidelity wraparound service for children and youth, and created an integrated funding pilot that addresses the challenges of fragmentation and duplication of behavioral health services. The bill also created standardized screening and assessment tools to facilitate identification of behavioral health issues and created a single statewide referral and entry point for those who are identified through the assessment tool. SB19-195 helps ensure that none of our youth are falling through the cracks within our behavioral health system, and that Colorado families get the needed prevention, early intervention, services, and support they need.

HB19-1333 – Cigarette Tobacco and Nicotine Products Tax

Much of our work at Healthier Colorado is incremental. It chips away at a system we continue to see disproportionately affect some of our most at-risk communities. This proposed statewide nicotine and tobacco tax was a prime example of this work. We went up against Big Tobacco and tried to protect our youth from being another generation addicted to their harmful products, as currently there is no tax on nicotine vaping products in Colorado. In the few short weeks that this bill was making its way through the legislature, Big Tobacco spent exorbitant amounts of money in order to fight this tax. While this bill did not pass in 2019 we made sure that the tobacco industry knows we are a force to be reckoned with. Each piece of legislation we engage on, even if it's a loss at that time, is another step towards creating an equitable and healthy Colorado.

PARTNERSHIPS IN LOCAL ADVOCACY (PiLA)

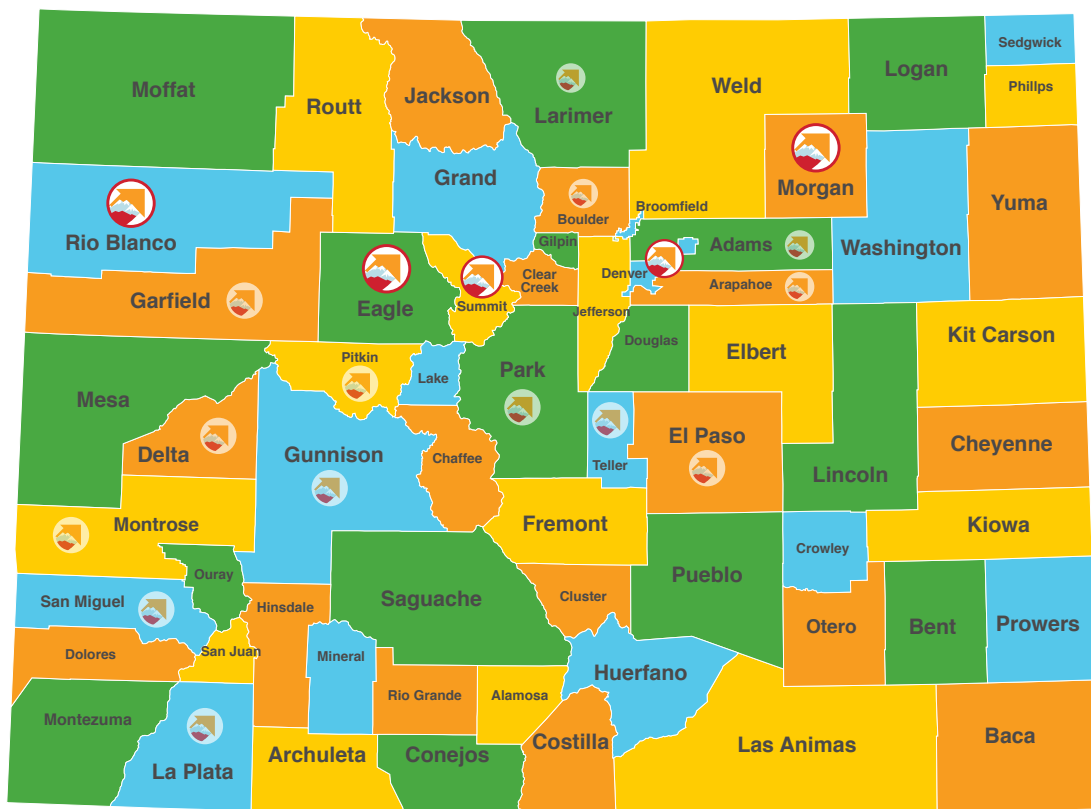
PiLA is an acronym for Partnerships in Local Advocacy and is our program for supporting local campaigns – policy change at the city, county, or special district level.

In collaboration with local health advocates and community members, we can provide the following support:

- Guidance on communications and field strategy
- Direct voter contact — we can provide assistance with direct mail, canvassing, phones, and trainings for volunteers.
- Legal and technical assistance with filing issue committees, legal compliance, and campaign finance reports.

This year's campaigns spanned the state from Eagle County to Rio Blanco County to Denver. We are proud to say that all but one of the seven PiLA campaigns we supported this year passed at the ballot.

**We're proud
that six out
of seven
campaigns
we supported
were
successful.**



*Highlighted logos are the locations of the 2019 PiLA campaigns we supported.



Summit County Youth Nicotine Prevention and Healthy Eagle County

Like many Colorado communities, both Summit and Eagle County's youth have been plagued by the teen vaping epidemic. In order to loosen the grip Big Tobacco had on their youth the residents of both counties went to the ballot and overwhelmingly supported the authorization of the same special sales tax on the sale of cigarettes, tobacco products, and nicotine products.



Meeker Fluoride Measure

In the fall of 2019, voters in the town of Meeker (Rio Blanco County) were asked to decide whether or not the town should continue fluoridating their water. Fluoridated water is a critical equity access issue, particularly in rural areas such as Meeker, so we worked with community members to ensure that they were able to continue this important process.



Citizens for Morgan County Recreation

Morgan county is in need of new recreation facilities and expanded programming that can benefit all residents. Voters went to the ballot to create and fund a parks and recreation district that would serve the whole county. While the measure did not pass, the community was able to learn valuable lessons about the most effective way to run a campaign and the necessary changes to be made for a future campaign.



Yes on 2A (Denver Office of Transportation)

Denver voters were asked to vote on a measure to create a new Department of Transportation and Infrastructure, replacing Denver's Department of Public Works. This department is responsible for local transportation – such as building and maintenance, transit, bike lanes, and scooter management-as well as sewars, flood control, and more. This reorganization now allows for the department to focus more on much needed transportation changes.



Denver Tobacco 21 and Licensing

After the passage of House Bill 19-1033, localities were no longer being financially punished for trying to implement local policies for tobacco and nicotine products, so we worked with Denver city council and coalition partners to pass Tobacco 21 and Licensing for the city and county of Denver. Now we are better able to keep harmful tobacco products out of the hands of children and ensure that retailers are held accountable.



Mayor Hancock signs Denver Tobacco 21 and Licensing into law.



Denver Minimum Wage

A person's ability to live a healthy life is dependent on so much more than what happens inside the doctor's office. Economic security is increasingly seen as a crucial social determinant of health and being paid a living wage is a step in the right direction. Under this new law minimum wage will be incrementally increased landing at \$15.87 by 2022.

LEGISLATIVE SCORECARD

Our legislative scorecard is an instrument of political accountability that influences the ongoing cycle of who represents us in the state legislature and how they vote once they get there. By shining a light on their record, we aim to motivate legislators to act in the interest of the public's health. By providing the public with this information, we aim to inform the votes they cast for their legislators every other November.

In 2019, we took a position on 33 pieces of legislation. In each of our three categories — **Care Access, Bridging the Gap, and Healthy Communities** we recognize the top three members of each party and each chamber. Legislators are also given points based on their votes and sponsorship or co-sponsorship of health policy. We awarded the legislators who took a stand for health and we took points away from those whose votes would be detrimental to Coloradans' health.

This scorecard also helps to inform the way in which we engage in candidate elections. We aim to be a force for good by deploying political resources like candidate checks on behalf of our state's residents. Other (often predatory) industries use money to influence the political process and further their own interests and we believe that Coloradans should have these same types of resources deployed on behalf of their health.



THE CANVASS TEAM*

Healthier Colorado's in-house canvass team plays an integral role in growing our member base, signing up sustaining donors, and activating Coloradans at the local level. They hit the streets everyday to engage folks on the health issues facing their communities so that we can continue to build a powerful voice for health. The team has recruited an incredible 1,163 active sustaining donors and 2,062 one time-donors. Their work has allowed us to build one of the largest non-profit small donor committees in the state, enabling Healthier Colorado to support both Republican and Democrat political candidates that will advocate for the health of their constituents.



“Two people having a conversation sounds like an ordinary story, that’s the first step to making the extraordinary happen. We inspire people to join our movement so that we can build a healthier Colorado together.”

– Paulina Castle, Canvass Team Member

* Due to the coronavirus pandemic we have paused our canvassing work effective July 2020. We are looking forward to hitting the streets again and signing up new health heroes when CDC guidelines deem it safe to do so.

OUR SIGNATURE EVENTS

2019 LEGISLATIVE RECEPTION

In January, we held our second Legislative Reception at the Brown Palace Hotel. This event is held at the beginning of each year to welcome elected officials to the new session and share our legislative agenda so that we can work together towards healthier outcomes for all Coloradans. Our Legislative Reception is always a bipartisan event which is seen in the impressive turnout from legislators across the aisle and across the state. In 2019, we heard from Lieutenant Governor Dianne Primavera and our Executive Director Jake Williams on all of the bipartisan bills we would work on during the legislative session.

2019 SCORECARD EVENT

In June of 2019, we released our second Legislative Scorecard and invited our supporters to join us at the Walker Fine Art Gallery to celebrate the dedicated legislators who took a stand for health. We awarded 12 legislators from across the aisle who went above and beyond to fight for the health of Coloradans. The scorecard awards are just another way that we can reward the elected officials who came to the Capitol to affect positive change for health.

2019 ANNUAL EVENT: BELIEVE IN BETTER

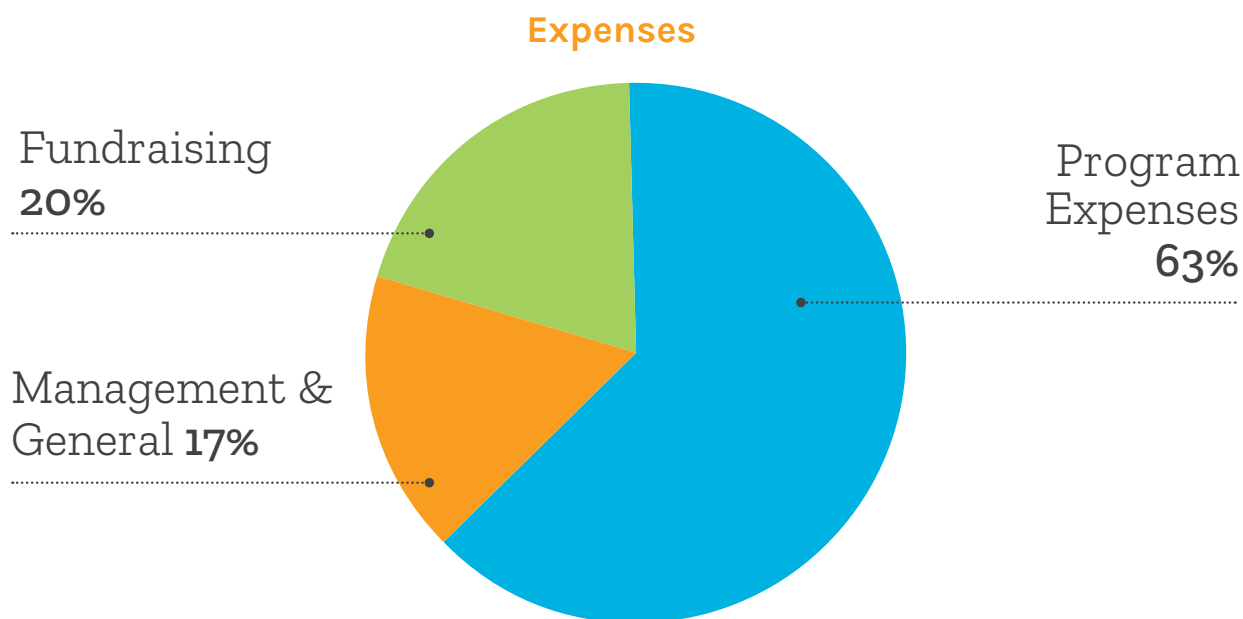
In November of 2019, we gathered 155 of our wonderful supporters for an evening at the Four Seasons to celebrate all the amazing wins we had that year. We awarded Speaker of the House KC Becker, Senator Kevin Priola, and Representative Susan Lontine with the Healthier Colorado Impact Award, which signified their long term commitment to fighting for health. The hardworking paramedics from the Ute Pass Health Services District were also given the Impact Award for their tireless work in fighting for the services their community so desperately needed.

Attendees also heard from our keynote guest and author of the book *For the Love of Men*, Liz Plank, in an on stage Q & A with our Executive Director Jake Williams and Senior Director of Activism Kate Stigberg.





Healthier Colorado 2019 FINANCIALS



\$ 000s	Without Donor Restrictions	With Donor Restriction	Total
Revenue			
Donations & Grants	\$ 184	\$ 235	\$ 419
Investment Revenue	\$ -	\$ 1,521	\$ 1,521
Released from Restriction	\$ 1,300	\$ (1,300)	\$ -
Total Revenue	\$ 1,484	\$ 456	\$ 1,940
Expenses			
Program	\$ 1,094		\$ 1,094
Management & General	\$ 294		\$ 294
Fundraising	\$ 356		\$ 356
Total Expenses	\$ 1,744		\$ 1,744



STAFF

as of March 2020

From left to right:

Ashley Barrow, Development Director
Hillary Jorgensen, Deputy Executive Director
Alexis Alltop, Executive Assistant
Matt Goldenberg, Canvass Team Member
Chelsea Stallings, Advocacy Manager
Matt Pietrovito, Field Manager
Paulina Castle, Canvass Team Member
Alex Ray-Snyder, Canvass Team Member
Jake Williams, Executive Director

Reid Heard, Canvass Team Member
Kate Stigberg, Senior Director of Activism
Patrick Marek, Canvass Team Member
Andrea Stojavljevic, Policy Manager
Chris Lessard, Senior Canvass Director
Susanna Mizer, Senior Director of Public Affairs
Kyle Piccola, Senior Director of Communications

***Not pictured**

Maddoc Ridge, Canvass Team Member
Casey Smith, Canvass Team Member

LEADERSHIP

BOARD as of May 2020

Gwen Benevento
Of Counsel
 Maven Law Group

Courtney Cuff
Executive Director
 State Impact Project

Mike Dino
Senior Policy Advisor
 Squire Patton Boggs, LLP

Jim García, MPA
Executive Director
 Clínica Tepeyac

John Marshall (Chair)
VP for Student Services
 Colorado Mesa University

Pete Maysmith
Senior Vice President of
Campaigns
 League of Conservation Voters

Crystal Potter Rivera
(Vice Chair)
Director of Foundation Relations
 Denver Health Foundation

Jayson Sime
Founder
 Right to Shine LLC

Karl Nieschburg
Compliance Officer
 Prowers Medical Center



THE FUND FOR A
HEALTHIER
COLORADO

2019 ANNUAL REPORT:

THE FUND FOR A HEALTHIER COLORADO

The Fund for a Healthier Colorado was founded in 2015 as the sister 501(c)(3) organization to Healthier Colorado, which is a 501(c)(4) organization.

The Fund for a Healthier Colorado is a non-profit, non-partisan organization that seeks to advance policy that improves the health of our state's residents. We believe that every Coloradan should have a fair chance at living a healthy life. We engage Coloradans to create a path forward to this goal and educate our state's decision-makers about action needed to improve our health.

Statewide Outreach

In 2019, like many years past we traveled the state to hear from residents and decision-makers about the unique health challenges their communities face. We also held advocacy trainings to educate folks on how to get involved in the public policy process. In these trainings we prepare people to fight for policy changes in their own communities and at a state level through methods such as in-person testimony, writing opinion pieces, and contacting their legislators through phone calls,

written communication, and lobbying. Over the course of the statewide outreach we visited the following locations: Lamar / Alamosa / Grand Junction / Pueblo / Montrose / Salida



ORAL HEALTH WORK

At The Fund for a Healthier Colorado we see oral health and community water fluoridation as critical equity access issues. Nearly forty percent of Colorado children have tooth decay by the time they reach kindergarten so we fight to ensure that science-based policies like community water fluoridation are put in place to protect our children and families from the harmful effects of poor oral health. We work to educate residents and decision-makers around the state using health data analysis, social scientific opinion research, and statewide polling to better equip everyday folks with the knowledge they need to advocate for pro-science policies.

In 2019, we advocated for a policy to extended dental services to all children and pregnant women eligible for CHP+, in addition to a policy that allowed the Colorado Dental Health Care Program for Low-Income Seniors to serve an additional 600-700 patients per year.



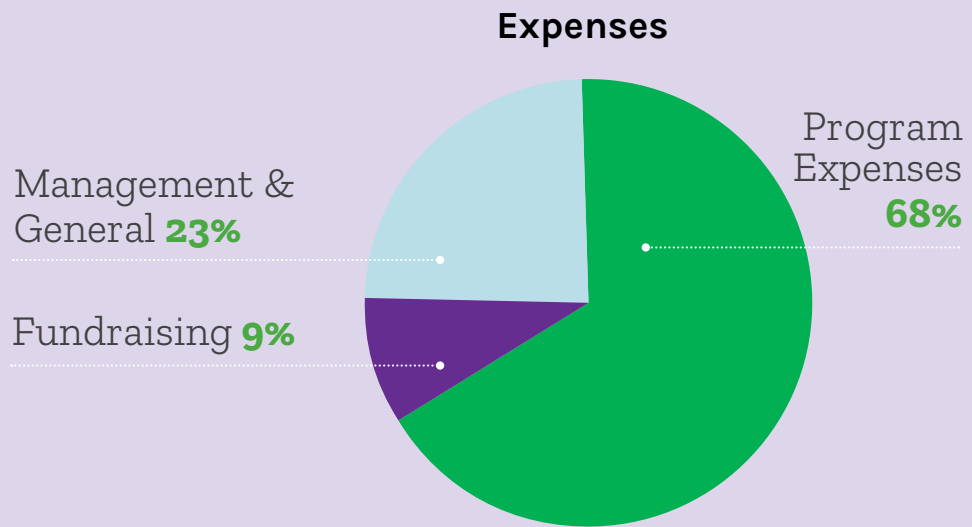
HEALTHY AIR AND WATER COLORADO

In 2019, we launched a project called Healthy Air and Water Colorado (fondly known as HAWC). We saw an opportunity to bring a new and sometimes non-traditional pool of voices to the climate change conversation in the name of health. Doctors, nurses, and other health professionals see firsthand the physical effects the changing climate has on the body - complications of asthma and other respiratory problems, heat stroke, and strains on our cardiovascular system, to name a few. Our intent is to elevate a diverse group of voices to take action in support of policies that reduce carbon pollution as well as educate and engage the public and media.



HEALTHIER
COLORADO

THE FUND FOR A HEALTHIER COLORADO 2019 FINANCIALS



\$ 000s	Without Donor Restrictions	With Donor Restriction	Total
Revenue			
Donations & Grants	\$ 197	\$ 565	\$ 762
Contract Revenue	\$ 42	\$ -	\$ 42
Released from Restriction	\$ 214	\$ (214)	-
Total Revenue	\$ 453	\$ 351	\$ 804
Expenses			
Program	\$ 504		\$ 504
Management & General	\$ 169		\$ 169
Fundraising	\$ 70		\$ 70
Total Expenses	\$ 743		\$ 743

LEADERSHIP BOARD as of May 2020


Mike Dino
(Board Chair)
Senior Policy Advisor
Squire Patton Boggs, LLP

Rachel Kaygi
Political Advisor

Meg Lafave
Chief of Staff
Kent Thiry

Orlando Padilla Jr., MA., LPC
Executive Regional Director
Samaritan House at
Catholic Charities

Molly Pereira
Associate Executive Director
The Colorado Dental Association



“Our intent is to do more than educate and advocate – we want to drive action, real change and impact.”



HEALTHIER™
COLORADO

1536 Wynkoop St. Suite 224, Denver, CO. 80202
720.515.3206 | info@healthiercolorado.org

HealthierColorado.org

